



# SUGAR LAND 4B CORPORATION

## AGENDA REQUEST

<b>AGENDA OF:</b>	<b>10-16-13</b>	<b>AGENDA REQUEST NO:</b>	<b>V-A</b>
<b>INITIATED BY:</b>	<b>MARA SOLOWAY, ECONOMIC DEVELOPMENT COORDINATOR</b>	<b>RESPONSIBLE DEPARTMENT:</b>	<b>ECONOMIC DEVELOPMENT</b>
<b>PRESENTED BY:</b>	<b>REGINA MORALES, DIRECTOR OF ECONOMIC DEVELOPMENT</b>	<b>DIRECTOR:</b>	<b>REGINA MORALES</b> <i>RM</i>
		<b>ADDITIONAL DIRECTOR (S):</b>	<b>N/A</b>
<b>SUBJECT / PROCEEDING:</b>	<b>DIRECTOR REPORT</b> <ul style="list-style-type: none"><li>• STRATEGIC PROJECTS</li><li>• BUSINESS RECRUITMENT AND RETENTION</li><li>• MARKETING AND ADVERTISING FOR BUSINESS DEVELOPMENT AND RETAIL</li><li>• SUGAR LAND WINE &amp; FOOD AFFAIR IMPACT ANALYSIS (2011)</li></ul>		
<b>EXHIBITS:</b>	<b>N/A</b>		
<b>CLEARANCES</b>		<b>APPROVAL</b>	
<b>LEGAL:</b>	<b>N/A</b>	<b>DIRECTOR:</b>	<b>REGINA MORALES, DIRECTOR OF ECONOMIC DEVELOPMENT</b> <i>RM</i>
<b>PURCHASING:</b>	<b>N/A</b>	<b>EXECUTIVE DIRECTOR:</b>	<b>N/A</b>
<b>BUDGET:</b>	<b>N/A</b>	<b>ASSISTANT CITY MANAGER:</b>	<b>N/A</b>
<b>BUDGET</b>			
<b>EXPENDITURE REQUIRED: \$</b>		<b>N/A</b>	
<b>CURRENT BUDGET: \$</b>		<b>N/A</b>	
<b>ADDITIONAL FUNDING: \$</b>		<b>N/A</b>	
<b>RECOMMENDED ACTION</b>			
Review Director Report for October 2013			

## EXECUTIVE SUMMARY

Office of Economic Development staff are focused on the mission of creating a sustainable business environment for the City of Sugar Land. These efforts include marketing outreach presentations; attendance at local, regional and national events to represent the City of Sugar Land; and meetings and tours with specific prospects that are in the process of making a decision about a site location.

Staff will review the office's efforts towards this goal in the Director Report with the Board. The report includes updates on

- Strategic Projects
- Business Recruitment and Retention
- Marketing and Advertising for Business Development and Retail
- Sugar Land Wine & Food Affair Impact Analysis (2011)

Updates also will be provided on other projects and economic development activities.

## EXHIBITS

Report to be provided.